

Goodrich drops out of NBC-TV spy show

The B. F. Goodrich Co. withdrew from sponsorship of a documentary program on NBC-TV last Tuesday (May 4) because it felt the telecast might "do harm to the United States government."

The program was titled *The Science of Spying* and dealt with espionage activities of the Central Intelligence Agency. When Goodrich decided earlier that day to withdraw its sponsorship, NBC-TV carried the documentary (10-11 p.m.) on a sustaining basis. Goodrich had agreed to pay an estimated \$180,000 to sponsor the program.

Among those interviewed on the presentation were Allen W. Dulles, former head of the CIA and Richard Bissell, former director of planning for the agency. At one point Mr. Dulles said he could not deny that the U. S. had encouraged the Shah of Iran to overthrow the Mossadegh government in 1953. Mr. Bissell remarked on the program that in some crucial areas of the world, the U. S. supported the political right "not because they are rightists," but because there were no alternatives to chaos.

Representatives of Goodrich and its agency, BBDO, viewed the film on Monday, the day before the scheduled telecast. On Tuesday NBC-TV was notified of the cancellation. The program, a BBDO spokesman said, "is entirely different from the outline submitted to and accepted by BBDO."

A statement issued by BBDO said the program, as produced, "violates the general advertising policy of BBDO's client, B. F. Goodrich, in that the telecast treats a controversial issue in a way which may do harm to the government of the United States, with no assurance that the government of the United States has been consulted with respect to the contents of the program."

NBC issued a statement claiming that the content of the show "fell within the broad outlines of the program policy originally submitted to and accepted by the B. F. Goodrich agency, BBDO." It pointed out that NBC News, which produced the documentary, takes "full responsibility for the content and treatment of the *Science of Spying* as it does for all its programs." The statement added that the program was made available to the advertising agency for viewing in accordance with standard policy.

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